



Att: Children's Dept or Summer Reading Program Leader

Kids need encouragement these days to complete their reading goals. With the high rate of illiteracy in America today, the importance of learning to enjoy reading at an early age is essential. Applebee's® believes in the importance of this mission and we are happy to support your Library System's Summer Reading Program with an incentive to read and congratulate your young readers on their accomplishments.

We are happy to provide your library with a supply of Applebee's "Free Dessert Shooter Books Are A Blast!" cards. Since your Summer Reading Program may have its own distinctive objective, we have made this offer adaptable to any individual library program. The reward appeals to all age groups so you can use them for your teens as well! You may distribute these cards based upon the criteria of your choosing and your program structure.

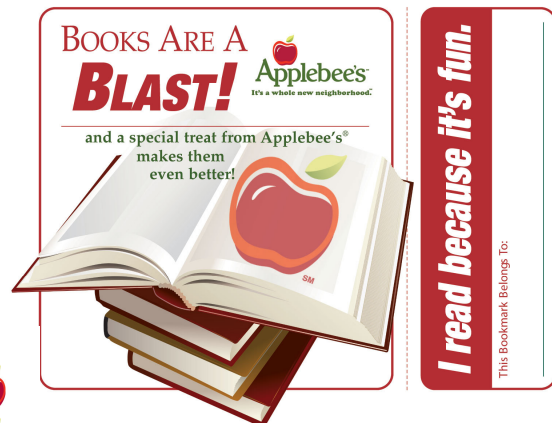
Please use the enclosed "Fax-back Form" for to place your order **by April 30, 2008** and your cards will arrive Mid-May.

Applebee's is pleased to make this fun-filled program available to your young readers! If there is anything else that we can do for you, please don't hesitate to contact me at fabbya@appleamerican.com or 317-577-8334 ext 1313.

Sincerely,

A handwritten signature in black ink, appearing to read "Fabby Andrzejczyk".

Fabby Andrzejczyk
Neighborhood Marketing Specialist
Apple American Group – Indiana



Bring this card to any participating Applebee's Neighborhood Grill & Bar for one Free Dessert Shooter. Valid at all Apple American Group Restaurants in OH, NJ, DE, PA, WV, IN & WA. Dine-in only. Not valid with any other offer. Expires September 30, 2008.

